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ABSTRACT

This report summarizes the role of the University of Wisconsin-Madison's Center for Environmental Communication and Education Studies (CECES) in helping to foster teaching, research, and public service programs. Included in the first section are program highlights (1968-1982), Center organization, and lists of Center personnel (executive committee, staff, and consultants). Focusing on teaching, the second section describes Environmental Communications Master's Programs, the interdisciplinary proseminar in Environmental Information and Education Programs, and integration of environmental studies activities/programs in university courses. Section 3 highlights research activities, listing six general areas of studies and (in an appendix) thesis titles of Environmental Communications Programs graduates (1968-1982). The final section focuses on public service activities, including University Extension; publishing The Journal of Environmental Education; Wisconsin Environmental Education Council; Environment Wisconsin, Inc.; networking; publishing fugitive directories; Earth Day (1970-1980); liaisons with the Dembar Educational Research Services, U.S. Department of Interior, President's Council on Environmental Quality, and USDA Forest Service; affiliation with ERIC/SMEAC and national associations; program evaluation services; and campus services. A chronological list of CECES publications is also provided. (Author/JN)

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CENTER FOR ENVIRONMENTAL COMMUNICATION AND EDUCATION STUDIES

PERIODIC REPORT:

1968–1982

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CENTER FOR ENVIRONMENTAL COMMUNICATION AND EDUCATION STUDIES

433 North Murray Street (608) 262-2116 University of Wisconsin—Madison 53706

Chronological List of CECES Publications

1) HOW TO WRITE ABOUT SCIENCE, Clay Schoenfeld, reprinted from the February 1964 *The Writer*.
2) COMMUNICATING RESEARCH FINDINGS, Clay Schoenfeld, reprinted from the September 1965 *Journal of Educational Research*.
3) CLEAN WATER CASE HISTORY, 1966.
4) TOWARD A NATIONAL STRATEGY FOR ENVIRONMENTAL EDUCATION, Clay Schoenfeld, drafted for Senator Gaylord Nelson, 1 March 1968.
5) ENVIRONMENTAL EDUCATION AND THE UNIVERSITY, Clay Schoenfeld, reprinted from the Summer 1968 issue of the *Educational Record*.
6) COMMUNICATIONS IN SHORELAND ZONING AND LAND USE PLANNING IN 1969 IN NORTHERN WISCONSIN, John W. Folstad with Dolores A. Kiamy.
7) THE ECHO PARK CONTROVERSY, Roderick Nash, reprinted from *The Grand Colorado*, 1969.
8) FUNDAMENTAL CONCEPTS IN ENVIRONMENTAL MANAGEMENT EDUCATION (K-16), Robert E. Roth, reprinted from the *Journal of Environmental Education*, Spring 1970.
9) NEW PUBLICS IN THE SPECTRUM OF A CONSERVATION AGENCY, Dennis P. Madigan, reprinted from the *Journal of Environmental Education*, Fall 1970.
10) THE UNIVERSITY BAY MARSH: A CASE STUDY, Richard McCabe, Bradley Miller, 1970.
11) THE COMMUNICATOR'S ROLE IN RESOURCE DECISION-MAKING, Marvin Zeldin, March 1970.
12) BATTLE TACTICS FOR CONSERVATIONISTS, James Nathan Miller, reprinted from the January 1971 *Reader's Digest*.
13) OUTLINES OF ENVIRONMENTAL EDUCATION, Clay Schoenfeld, 1 January 1971.
14) SST CASE HISTORY, John Lear, from "Environment and the Quality of Life: Teaching in the Big School," reprinted from *Saturday Review*, 2 January 1971.
15) THE ABCD'S OF ECOLOGY, Clay Schoenfeld, reprinted from *Everybody's Ecology*, Barnes, 1971.
16) A COLLECTION OF READINGS ABOUT ENVIRONMENTAL PROBLEMS FOR SOCIAL STUDIES CLASSES, Linda C. Schmidt, 1 April 1971.
17) AN ANNOTATED BIBLIOGRAPHY OF KEY ENVIRONMENTAL PERIODICALS, Alexander Zaporozec, 1 July 1971.
18) AN ANNOTATED BIBLIOGRAPHY OF WISCONSIN ENVIRONMENTAL OCCASIONALS, Alexander Zaporozec, 1 July 1971.
19) A BIBLIOGRAPHY OF ENVIRONMENTAL MATERIAL FOR TEACHERS AND STUDENTS, Ralph Wohlt, 1 July 1971.
20) INFORMATION AND EDUCATION FOR SHORELAND ZONING: A CASE STUDY, David Lindorff, 1 July 1971.
21) NEWSPAPER AND TELEVISION ENVIRONMENTAL WRITERS IN WISCONSIN AND NEIGHBORING STATES, Frank Bigger, 1 July 1971.
22) A SELECTED ANNOTATED BIBLIOGRAPHY OF ENVIRONMENTAL FILMS, James Hicks, 1 July 1971.
23) A SELECTED ANNOTATED BIBLIOGRAPHY OF ENVIRONMENTAL PAPERBACKS, Anne Thompson, 1 July 1971.
24) STATE PLANNING FOR ENVIRONMENTAL EDUCATION, Gene A. Woock, 1 July 1971.
25) THE THIRD AMERICAN REVOLUTION, Clay Schoenfeld, reprinted from *Everybody's Ecology*, Barnes, 1971.
26) GUIDELINES FOR ENVIRONMENTAL EDUCATION PLANNING IN WISCONSIN, Douglas Jordan, 10 August 1971.
27) THE ANATOMY OF A MOVEMENT, Clay Schoenfeld, 1972.
28) THE ENVIRONMENTAL CRISIS: THE BIG PICTURE, reprinted from *To Live On Earth*, Sterling Brubaker, 1972.
29) ENVIRONMENTAL EDUCATION—RELATED RESEARCH—1969-1972; AN ANNOTATED BIBLIOGRAPHY, Alan M. Voelker, Fred Heal, Robert Horvat, 1972.
30) "SAVING THE CRUSADE," reprinted from *Harper's Magazine*, January 1972.
31) "THE WORST IS YET TO BE?" reprinted from the Environment section of *Time*, 24 January 1972.
32) THE STATE AND THE ENVIRONMENT, TWO VIEWS, "A Blueprint for Survival" reprinted from *The Ecologist*, January 1972, and "The Big Clean-Up" reprinted from *Newsweek*, 12 June 1972.
33) ENVIRONMENTAL EDUCATION AND THE UNIVERSITY OF WISCONSIN—AN INVENTORY OF NEW AND REVISED INSTRUCTIONAL AND COMMUNITY OUTREACH PROGRAMS, Fred Heal, December 1972.
34) CECES PERIODIC REPORT—COVERING THE PERIOD 1 JULY 1971-DECEMBER 1972, 1 January 1973.
35) A REVISED BIBLIOGRAPHY OF KEY ENVIRONMENTAL PERIODICALS, Clay Schoenfeld, 1 January 1973.
36) A UNITED STATES GUIDE TO NATURE CENTERS AND TRAILS FOR THE VISUALLY HANDICAPPED, John Knorr, 1 January 1973.
37) AN ENVIRONMENTAL ACTION DIRECTORY FOR THE MADISON AREA, Fred Heal, Sheryl Schoenfeld, Margaret Kelley, January 1973.
38) GOODBYE NO-RETURN, Don Waggoner, reprinted from *Not Man Apart*, January 1973.
39) THE $90,000 MIRACLE, Richard Cramer, reprinted from *Environmental Quality Magazine*, January 1973.
40) WHAT IS ENVIRONMENTAL EDUCATION AND WHY IS IT URGENTLY NEEDED? from the 1973 USOE *Environmental Education Act Handbook*.
41) A CASE STUDY OF THE PUBLIC REJECTION OF THE DANE COUNTY FREEWAY—AN ANALYSIS OF THE INFORMATION AND EDUCATION ROLES, Robert Brisson, 15 February 1973.
42) TEACHING MATERIALS AND REFERENCES IN ENVIRONMENTAL EDUCATION, Judith Polich, 15 February 1973.
43) HOW STEPHEN MATHER SOLD THE PARK SERVICE IDEA, Kenneth P. Fischer, 1973.
44) HOW TO SAVE A MARSH, Richard McCabe, 1973.
45) LESSONS IN COMMUNICATIONS FOR ECO-ACTIVISTS, Lowell L. Klessig, 1973.
46) AN ENVIRONMENTAL ACTION DIRECTORY FOR THE MADISON AREA, Michael D. Watson, January 1974.
47) A SURVEY OF STUDENTS GRADUATED IN ENVIRONMENTAL COMMUNICATIONS AND ENVIRONMENTAL EDUCATION AT THE UNIVERSITY OF WISCONSIN—MADISON, Michael D. Watson, April 1974.
48) A BIBLIOGRAPHY OF KEY ENVIRONMENTAL PERIODICALS, Michael D. Watson, Summer 1974.

(Continued on back cover)

UNIVERSITY OF WISCONSIN-MADISON

CENTER FOR ENVIRONMENTAL
COMMUNICATIONS AND EDUCATION STUDIES

Schools of Natural Resources •
Education • Journalism and
Mass Communication
433 North Murray Street
Madison, Wisconsin 53706

15 October 1982

On the occasion of the completion of its 15th year, this Report summarizes the role of the University of Wisconsin-Madison's Center for Environmental Communication and Education Studies in helping foster teaching, research, and public service programs.

The Report's principal purposes are to serve as a memorandum for the record and as an orientation for prospective or incoming graduate students.

Appendix A is a complete current roster of graduates from the various cooperating Environmental Communications Programs.

In compiling this Report, invaluable assistance has been rendered by the three charter members of the Center Executive Committee: Emily Earley, Institute for Environmental Studies; John Ross, Agricultural Journalism; and Stephen Smith, School of Natural Resources.

Clay Schoenfeld

CLAY SCHOENFELD, Chair
Professor, School of Journalism and
Mass Communication, and Affiliate
Professor, Institute for Environmental
Studies

CENTER FOR ENVIRONMENTAL COMMUNICATION AND EDUCATION STUDIES

PROGRAM HIGHLIGHTS--1968-1982

The University of Wisconsin Madison's Center for Environmental Communication and Education Studies had its inception in 1968. It emerged gradually from an antecedent inter-college Conservation Education Programs established by then Chancellor Robben Fleming in March, 1966, as a result of faculty action to "help encourage and facilitate broad programs related to conservation teaching, research, and extension on the part of the widest possible range of departments and schools."

The birth of the Center per se can best be dated from January, 1968, with the initial offering of an interdepartmental Proseminar 860--Environmental Information and Education Programs. In the 15 years that have followed, the Center has attempted to accomplish its assigned mission as "an informal inter-college consortium of faculty and students from a number of University departments helping lend focus and thrust to cooperative teaching, research, and service activities at that crucial point where environmental management, communications, and education impinge."

ORGANIZATION

The Center is not and has never been an operating agency in and of itself. It functions as a convener and catalyst for University scholars devoted to instruction, investigation, and outreach in fields concerned with interpreting environmental issues to many publics. Its principal role is to identify promising avenues of endeavor, outline pilot programs, and then encourage appropriate agencies to assume responsibility. The Center's strength is in its ties with functioning colleges, schools, departments, institutes, and other centers on the UW-Madison campus, and with key faculty members and students.

From its inception or soon thereafter, the Center Executive Committee has been composed of senior representatives of the Schools of Education, Journalism and Mass Communication, and Natural Resources, and of the Institute for Environmental Studies; of the Departments of Agricultural Journalism, Continuing and Vocational Education, and Curriculum and Instruction; and of Graduate Programs in Land Resources, Recreation Resources Management, and Water Resources Management.

From time to time over the past 15 years, faculty and students from 17 other departments or centers have been associated with Center activities. The Center has also been advised and assisted by a national panel of consultants.

Although the Center is not represented by a line item in the UW-Madison budget, it draws logistical support from the UW-Madison Office of Inter-College Programs on the basis of an initial allocation from the Chancellor of $15,000. In Fiscal 82, ICP identified $46,310 as expended in support of Center activities.

Center associates have also received modest support regularly from special state, federal, foundation, and private sources. For example, it has been a rare year in which an Environmental Communications graduate student has not been the recipient of an Outdoor Writers Association of America Fellowship.

The Center has two locations. Its administrative office is in the Inter-College Programs Building at 433 North Murray. The Center Reference Room is on the School of Journalism and Mass Communication floor at 5056 Vilas Hall, housing an increasingly valuable collection of fugitive materials, now formally cataloged.

Present Center personnel are as follows:

Executive Committee

Walter Bjoraker, Continuing and Vocational Education
George Bunn, Chair, Institute for Environmental Studies Faculty
Emily Earley, Institute for Environmental Studies (charter member)
Herman Felstehausen, Land Resources Program
James Hoyt, Director, School of Journalism and Mass Communication
Erhardt Joeres, Water Resources Management Program
Larry Meiller, Chair, Agricultural Journalism
John Palmer, Dean, School of Education
Robert Ray, Recreation Resources Management Program
John Ross, Agricultural Journalism (charter member)
Arthur Sacks, Institute for Environmental Studies
Stephen Smith, Associate Dean, School of Natural Resources (charter member)
James Stewart, Curriculum and Instruction
Gary Wehlage, Curriculum and Instruction

Staff

Clay Schoenfeld, Chair
Lianne Sandee, Secretary
David Stewart, Project Assistant

Consultants

Durward Allen, Professor Emeritus, Wildlife Ecology, Purdue University, Lafayette, IN
Matthew J. Brennan, Lee County Environmental Education Center, Fort Myers, FL
David Brower, President, Friends of the Earth, San Francisco, CA
Lynton K. Caldwell, Arthur F. Bentley Professor of Political Science and Professor in the School of Public and Environmental Affairs, Indiana University, Bloomington, IN
Arnold C. Caucutt, Secretary-Treasurer, Demar Educational Research Services, Inc., Madison, WI
Robert K. Cook, Dean, School of Natural Resources, Colorado State University, Ft. Collins, CO
Richard C. Cooley, Chairman, Committee of Environmental Studies, University of California-Santa Cruz, Santa Cruz, CA
Raymond F. Dasmann, Professor, Environmental Studies, University of California-Santa Cruz, Santa Cruz, CA
John F. Disinger, Associate Director for Environmental Education, ERIC Clearinghouse for Science, Mathematics, and Environmental Education, The Ohio State University, Columbus, OH

Boyd Evison, Superintendent, Sequoia and Kings Canyon National Park, Three Rivers, CA

Walter Frautschi, President, Dembar Educational Research Services, Inc., Madison, WI

Robert J. Griffin, Assistant Professor and Director of the Center for Mass Communication Research, College of Journalism, Marquette University, Milwaukee, WI

Jay D. Hair, Executive Vice President, National Wildlife Federation, Washington, DC

Arthur S. Hawkins, Mississippi Flyway Representative for the Division of Wildlife, U.S. Fish and Wildlife Service, Minneapolis, MN

John C. Hendee, Assistant Director, USDA Forest Service Southeastern Forest Experiment Station, Asheville, NC

Louis A. Iozzi, Associate Professor of Science and Environmental Education, Cook College, Rutgers--The State University of New Jersey, New Brunswick NJ

Laurence R. Jahn, Vice President, Wildlife Management Institute, Washington, DC

Walter Jeske, Chief, Education and Publications Branch, USDA Soil Conservation Service, Washington, DC.

Stephen J. Kellert, Associate Professor, Forestry: Environmental Studies, Yale University, New Haven, CT

John J. Kirk, Director, New Jersey School of Conservation, Branchville, NJ

A. Starker Leopold, Professor, Department of Forestry, University of California-Berkeley, Berkeley, CA

Roderick Nash, Professor of History, University of California-Santa Barbara, Santa Barbara, CA

Gaylord Nelson, President, the Wilderness Society, Washington, DC

Russell W. Peterson, President, National Audubon Society, New York, NY

Robert E. Roth, Chair, Division of Environmental Education, School of Natural Resources, The Ohio State University, Columbus, OH

Donald R. Russell, Director, Information Services, Wisconsin Department of Public Instruction, Madison, WI

Peter Sandman, Professor of Communications, Cook College, Rutgers--The State University of New Jersey, New Brunswick, NJ

Rudolph J. H. Schafer, Program Manager, Environmental/Energy Education, California Department of Education, Sacramento, CA

W. Jeffrey Smoller, Director, Information and Education, Wisconsin Department of Natural Resources, Madison, WI

Keith R. Stamm, Associate Professor of Journalism and Mass Communication and Director of the Communication Research Center, The University of Washington, Seattle, WA

William B. Stapp, Chair, Department of Environment and Behavior, School of Natural Resources, University of Michigan, Ann Arbor, MI

Wilson B. Thiede, Professor Emeritus, Continuing and Vocational Education, The University of Wisconsin-Madison, Madison, WI

Phillip J. Tichenor, Professor of Journalism and Mass Communication, The University of Minnesota, Minneapolis, MN

William Vogt, Editorial Director, Fins and Feathers, Minneapolis, MN

Ervin H. Zube, Director, School of Renewable Natural Resources, The University of Arizona, Tucson, AZ.

TEACHING

Environmental Communications Master's Programs

Under the aegis of Center associates, UW-Madison has earned national recognition for graduate training in environmental communications--a field that finds its practitioners in the mass media, government agencies, voluntary organizations, resource industries, and educational institutions, both formal and informal--all involved in various ways in trying to help facilitate enlightened public participation in resource planning and utilization.

It must be emphasized that UW-Madison does not award a degree in Environmental Communications per se. Degrees are offered in a number of established master's sequences, each requiring all of its normal criteria while lending an environmental communications emphasis.

The principal participating program areas are the Department of Agricultural Journalism, School of Natural Resources, College of Agricultural and Life Sciences; the School of Journalism and Mass Communication, College of Letters and Science; and the Water Resources Management Program, Institute for Environmental Studies. From time to time the environmental communications regimen is pursued by majors in the departments of the School of Natural Resources, in Communication Arts, Curriculum and Instruction, Urban and Regional Planning, Recreation Resources Management, Land Resources, and other programs.

All told, 112 student participants in the various environmental communications options have been awarded graduate degrees in the 1968-82 period. As indicated by their complete roster in Appendix A, they now occupy such varied responsible positions as newspaper and magazine writers and editors, federal and state resource management agency public information directors, staff members of voluntary associations, resource industry public relations persons, park and nature center interpreters, county extension agents, museum directors, specialized librarians, teachers, and professors of journalism in charge of spin-off programs at seven universities.

Twenty-one graduate students are currently enrolled in the cooperating programs. They are:

Department of Agricultural Journalism--David Backes, Inge Brynildson, Kenneth Ganzer, Lee Anne Hanson, Lucy Jarosz, William Keenan, Kerry Kirk, Cheryl Laughren, Rhonda Lee, Carol McCall, Lynn Symarski, Diane Roston, Anne Sidbury.

Environmental Monitoring Program--Robert Merideth.

School of Journalism and Mass Communication--Kristin Meyer, Bruce Webendorfer, Dale Withington.

Land Resources Program--Olof Hansen, Paul Heinen.

Department of Wildlife Ecology--Julie Tonies.

Water Resources Management Program--Mary Hamel, Ruth Newman.

It was largely because of the Center's role in the Environmental Communications Master's Programs that the Center Chair was named Conservation Educator of 1982 by the National Wildlife Federation for "inspiring students in their pursuit of careers in natural resources fields."

Proseminar in Environmental Information and Education Programs

Although there is no one curriculum in Environmental Communications at UW-Madison, most students take as an integrative experience the interdisciplinary proseminar introduced by Center associates in 1968--Agricultural Journalism-Environmental Studies-Journalism and Mass Communication 860: Environmental Information and Education Programs. The course provides advanced students a professional focus for their studies and research in public information, public education, and public relations in environmental management as practiced by resource agencies, organizations, industries, schools, and mass media. Although the course was originally conceived largely as a service to journalism students looking to careers in the media or in agency public information, it has proved to have at least as great a utility for resource management students wanting an introduction to the role of public relations in resource policy formation. Enrollments have averaged 15 a year, and the student mix is invariably one-third majors in communications, one-third majors in education, and one-third majors in resource management.

The "Greening" of UW-Madison

The Center years have witnessed an irruption on American college campuses of what are broadly termed environmental studies. UW-Madison has been in the forefront of the phenomenon. For example, as a crude measure, if you choose as descriptors the words ecology, ecological, environment, environmental, and energy, and then search for their appearance in course titles in UW-Madison Timetables for the years 1965-66 and 1975-76, you will find an astonishing 443 percent increase in that 10-year period, not even counting the subtle changes in course content sans change in title.

Center associates contributed signficantly to this "greening" of the UW-Madison curriculum. For example, Center associates were members of the committee conceiving and organizing in 1968-70 the Institute for Environmental Studies, which in the current semester offered or cross-listed 30 courses. Earlier in 1966 the antecedent Conservation Education Programs had introduced a prescient interdisciplinary course, Environmental Management 300, "dealing broadly with the development of a conservation literacy." Anticipating as it did the environmental movement, the course became a model for similar courses springing up around the country. More recently, for another example, Center associates have helped arrange two special Summer Session Forum courses, one an "Aldo Leopold Memorial Colloquium," the other on "The Institutional and Political Aspects of Energy Policy."

RESEARCH

As a concommitant of the instructional program in Environmental Communications, student theses and faculty researches have sought to advance knowledge at the point where communication process and environmental content impinge. Through its associated personnel, the Center has come to emphasize six types of studies:

First, studies seeking to draw modern lessons from past public relations practices on the part of early conservation leaders (for example, see References: 9, 13, 36, 41).

Second, related researches representing case studies of the role of communications in current environmental management policy formation (for example, 6, 11, 14, 16, 22, 28).

Third, studies seeking to trace evidence of association between environmental communication systems and public environmental attitudes and behaviors, particularly in the presence of environmental controversy (for example: 3, 12, 18, 19, 20, 29, 33, 38, 39, 42).

Fourth, studies in communication practice through the press, radio, television, magazines, bulletins, displays, and visitor information services as related to the interpretation of ecological principles or environmental issues (for example: 1, 2, 4, 5, 10, 23, 25, 26, 27, 31, 34, 37, 40).

Fifth, studies in education content and methodology focussed on trying to improve the incorporation of conservation concepts and materials in continuing education curricula (for example: 7, 8, 15, 17, 21, 30).

Sixth, studies of the state of the art of journalism education related to environmental affairs (for example: 24, 32, 35).

To date the Center has helped stimulate 209 formal studies. A number of such works have led to published monographs or articles in books, journals, or proceedings. Of the 162 citations in An Annotated Bibliography of Environmental Communication Research: 1969-1979 (Columbus, OH: ERIC/SMEAC, 1979), 44 (27%) represent the work of present or past Center associates. Indeed, that Bibliography is the project of Center associates. More recently, Center associates have helped stimulate the compiling of An Annotated Bibliography of Research in Environmental Education (Columbus, OH: ERIC/SMEAC, 1981). Of the 429 citations in that volume, 33 represent the work of present or past Center associates. One, addressed to the question, "What should a person know about environmental management in order to function as an effective citizen?", won a publisher's award as the "most compelling" research in its area in 1970-71.

It was principally in recognition of the Center's role in stimulating scholarly research that the Center Chair received the National Association for Environmental Education's first Walter E. Jeske Award in 1982 "for tireless, dedicated, and creative service to environmental education."

In Appendix A can be found the thesis titles of Environmental Communications Programs graduates, 1968-1982. Some other studies are reflected in the list of Center publications and reprints to be found on the covers of this Report. All researches published in refereed journals can be found in the Bibliographies already cited.

PUBLIC SERVICE

As well as playing its assigned role in teaching and research, since its inception the Center has been asked to help carry on the University of Wisconsin tradition of public service, and it has done so extensively on campus, in the state, throughout the country, and internationally. For

example, the Center's first Annual Report listed 57 separate activities engaged in under the "Extension" rubric. This Report will record only those outreach programs on the part of Center associates that appear to be the most significant.

University Extension

In 1966-7, comprehensive environmental programs were not on the agenda of University Extension. From $5,500 in seed money transferred by the Center in 1968, environmental public service programs have now grown to where they occupy one of the major Extension thrusts, coordinated by an Environmental Resources Unit in a Division of Community, Natural Resources, and Economic Development Programs.

National Environmental Education Act

In 1968 Center associates drafted a working paper for Senator Gaylord Nelson titled "Toward a National Strategy for Environmental Education." Along with others, that paper was translated by Congress in 1970 into Public Law 91-516, The National Environmental Education Act. The Act has since been superceded by several alternate funding arrangements.

The Journal of Environmental Education

Sensing a need for a particular new means of international information exchange, Center associates in 1969 launched The Journal of Environmental Education, a quarterly "dedicated to research and development in ecological communications." Since 1976 the Journal has been published in the private sector with the continuing counsel of past and present Center associates, who edited a special Tenth Anniversary Issue in Fall 1979. In a 1978 "Bibliometric Analysis of the Literature of Environmental Education," it was found that the JER was substantially the journal most cited in Current Index to Journals in Education, and among the 15 most-cited authors, one Center associate was third and another seventh. (The first, Aldo Leopold.).

Wisconsin Environmental Education Council

In 1970 Center associates drafted the document that led to a Gubernatorial proclamation establishing a State Environmental Education Council, a State Environmental Education Advisory Committee, and a State Environmental Education Coordinator. That year the Center helped arrange a Governor's conference on environmental education for Wisconsin school administrators, and a regional environmental education conference. EE Council and Coordinator functions later became a part of a Wisconsin Citizens Environmental Council, which functioned from 1976 to 1981, when its funding ended. One of its last acts was the editing and publishing with the aid of Center associates of Managing Wisconsin's Environment: The People-Resource Relationship (1982). The Center distributed copies to Wisconsin newspapers and high schools.

Environment Wisconsin, Inc.

In its early days the Center attempted to function as a point of contact among public and private environmental agencies and organizations. This catalytic role led to the formation of a free-standing center, known

as Environment Wisconsin, supported entirely by contributions and hence free to engage in public debate as a consortium of environmental activists. Today Environment Wisconsin is an "umbrella" for the Madison chapter of the Audubon Society, the Wisconsin chapter of the Sierra Club, the Wetlands Association, Citizens for a Better Environment, the Wisconsin Coalition for Recycling, and Environmental Agenda.

Networking

In its early days as well the Center was one of the few campus instrumentalities with an environmental tilt to its name, so merely by being so listed in telephone directories the Center became a referral agency for all manner of questions from inside and outside the University. That role has long since largely been assumed by the Information Office of the Institute for Environmental Studies, and by UW-Extension's Environmental Resources Unit. Likewise the Center initiated a periodic Campus Environmental Communique, now represented by the Institute for Environmental Studies Environmental Newsletter.

Fugitive Directories

In carrying out its networking role, the Center has occasionally issued various directories: an annotated bibliography of key environmental periodicals, an annotated bibliography of Wisconsin environmental occasionals, a bibliography of environmental material for teachers and students, a selected annotated bibliography of environmental films, a selected annotated bibliography of environmental paperbacks, an annotated bibliography of environmental education-related research, an inventory of new and revised instructional and community outreach programs in environmental education at the UW-Madison, a guide to nature centers and trails for the visually handicapped, an environmental action directory for the Madison area, teaching materials and references in environmental education, a writer's guide to selected environmental periodicals, and most recently a very utilitarian Guide to Environmental Information in University of Wisconsin-Madison and Other Madison Area Libraries and Reading Rooms.

Earth Day 1970-1980

In the late fall of 1969, Center associates and others sat around a kitchen table in Madison to outline something conceived as a national environmental teach-in. A writer in Audubon later reported that Earth Day, 22 April 1970, became "the largest, cleanest, most peaceful demonstration in America's history." Center associates helped arrange campus and community participation, including the publication of an award-winning Household Action brochure, distributed door to door in Madison by Girl Scouts and later circulated worldwide by the International Organization of Consumers Unions. Center associates coordinated the campus observance of a Tenth Anniversary E-Day in 1980--a seminar for state resource management executives in both the public and private sectors.

Dembar Educacional Research Services Liaison

Under the auspices of a small Madison publishing house, Dembar Educational Research Services, Inc., Center associates were able to take the lead in meeting a national need for textbooks in the burgeoning fields of environmental education and environmental communications with the publication of Outlines of Environmental Education in 1971 and of

Interpreting Environmental Issues in 1973. A somewhat related activity was the DERS publication in 1978 of the proceedings of a national conference on Canada Goose Management: Current Continental Problems and Programs, again with the involvement of Center associates.

U.S. Department of Interior Liaison

In the early 1970's Center associates developed for the U.S. Department of Interior pilot in-service training institutes in communications for environmental management, helped complete a prospectus for an interpretative program for Indiana Dunes National Lakeshore, outlined a model regional workshop in environmental interpretation and education for National Park Service personnel, and participated in a Conservation Foundation Task Force Report on "The National Park System as an Educational and Cultural Institute in the Future." Currently Center associates are collaborating on a U.S. Fish and Wildlife Service volume titled Waterfowl Flyways from the Arctic to the Tropics.

President's Council on Environmental Quality Liaison

Center associates presented papers at a major Council on Environmental Quality conference in Washington, DC in 1977 and were represented in the 532-page proceedings published in 1978 as Wildlife and America.

Wildlife Management Institute Liaison

With the encouragement of Wildlife Management Institute officers, Center associates helped put together a major session at the 1973 North American Wildlife and Natural Resources Conference, the proceedings of which were published separately as Human Dimensions in Wildlife Programs. The theme was repeated in a special session at the 1981 North American in Portland, leading to the organization of a national Human Dimensions in Wildlife Study Group for whom Center associates have edited a quarterly Newsletter.

In the meantime Center associates were instrumental in attempting to organize a broader national People/Natural Resources Research Council, but financial support has not been forthcoming.

USDA Forest Service Liaison

Faced with the management of millions of acres of Wilderness under 1964 and 1975 Acts, the USDA Forest Service has gradually developed a field manual, published in 1980 as Wilderness Management. Center associates contributed to the chapter on "Wilderness Management for Wildlife," which in expanded form appeared as a book on Wildlife Management in Wilderness, now in its third printing. As a spin-off, Center associates participated in 1981 in a National Audubon Society Regional Conference in Anchorage, Alaska, on wilderness wildlife refuge management, and in a World Forestry Congress conference in Tokyo on a related topic.

The ERIC/SMEAC Connection

A happy association on the part of Center personnel with the ERIC Center for Science, Mathematics, and Environmental Education at The Ohio State University has led to a series of widely distributed publications:

1977 Environmental Education in Action--I: Case Studies of Selected Public School and Public Action Programs

1978 Environmental Education in Action--II: Case Studies of Environmental Studies Programs in Colleges and Universities Today

1978 Environmental Education in Action--III: Case Studies of Public Involvement in Environmental Policy

1981 The Environmental Communication Ecosystem: A Situation Report

Other volumes in the series are projected.

National Association Affiliations

Under the aegis of Center associates, seminars on aspects of environmental communications teaching and research were built into the 1977 and 1978 conventions of the national Association for Education in Journalism. Papers presented at the latter conference in Seattle were collected and published in a special Spring 1979 issue of The Journal of Environmental Education.

Center associates have been active in the National Association for Environmental Education since its founding in 1971. Two served maximum terms on its Board of Directors and one-year terms as President. Another is now a Board member and Editor of NAEE's annual Current Issues in Environmental Education and Environmental Studies, and is currently editing a special related issue of The Environmental Professional.

The Center Chair served briefly on the Board of the American Forestry Association, but resigned when AFA officials took positions supporting the present Secretary of Interior. The Chair is now a Member-at-Large of the Board of the National Wildlife Federation.

Program Evaluation Services

In part by virtue of their NAEE roles, Center associates have been called upon to participate in program-evaluation site visits recently at the Universities of California-Santa Barbara, California-Santa Cruz, Glassboro State in New Jersey, Ohio State, Michigan, Yale, Harvard, and Warren Wilson College in North Carolina.

Less formal counsel has been sought by University of Wisconsin System institutions in Milwaukee, Stevens Point, La Crosse, and Platteville, by state environmental education organizations in Illinois, Ohio, and New Jersey, and by the Bureau of Land Management, the Soil Conservation Service, the Corporation for Public Broadcasting, the State Department of Natural Resources, the State Department of Public Instruction, the Washington, DC Center for Environmental Education, the National Association for Conservation Information, the Outdoor Writers Association of America, the Wisconsin Chapter of the Wildlife Society, and a new International Journal of Environmental Education and Information.

Campus Service

Back home in Madison, Center associates are found on the Executive Committees of the Institute for Environmental Studies Faculty, and of the

Institute's Land Resources and Water Resources Management Programs, and of course on the Executive Committees of the academic departments which are their tenure homes.

Likewise Center personnel have played a continuing role in advising an environmental action group in the Wisconsin Union's Hoofers Club, and an ad hoc group arranging an annual appropriate technology fair.

Practicing Environmental Communication

Although not strictly a Center activity, it may be worth noting that in the 1968-82 period the Center Chair practiced interpreting environmental issues by authoring three books for lay audiences: Cabins, Conservation, and Fun (Barnes 1968), Everybody's Ecology (Barnes 1971), and Down Wisconsin Sideroads (Tamarack Press 1979). He also authored 34 popular articles in such magazines as American Forests, Audubon, Environment, Field & Stream, Fins and Feathers, Mechanix Illustrated, Not Man Apart, Republic Scene, Sports Afield, Western Wildlands, and Wisconsin Sportsman.

SUMMARY

UW-Madison's Center for Environmental Communication and Education Studies is unique in the country as an inter-college interdisciplinary instrumentality for carrying on teaching, research, and outreach programs at the point where communications, education, and environmental issues impinge.

This Report has been an overview of the 15-year role of Center associates serving students, faculty, and citizens--on campus, in the state, nationally, and internationally.

While recounting the Center's research and outreach programs may have bulked large in this Report, the most substantial Center contribution is undoubtedly its role in helping train a generation of young men and women who bring new life, enthusiasm, and competencies to America's quest for environmental quality.

Acknowledgments

To repeat an inscription in the Center's first Annual Report:

> At the risk of alienating many others, it is yet appropriate that we single out five colleagues for the special support they have rendered the Center concept at its inception:
>
> Emily Earley, (then) Center Program Assistant
> Robert McCabe, (then) Chair, Department of Wildlife Ecology
> Milton Pella, (then) Science Education, Department of Curriculum and Instruction
> John Ross, (then) Chair-Elect, Department of Agricultural Journalism
> Stephen Smith, Associate Dean, School of Natural Resources

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5. Clausing, Jane (1973) "The Ecological Message of the Outdoor Magazines," in Interpreting Environmental Issues, op. cit., pp. 147-149.

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12. Larson, Mark A., Mary Forrest, and Lloyd Bostian (1981) "Participation in Pro-Environment Behavior," Journal of Environmental Education, 12 (3): 40-46 (Spring).

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15. Marler, Lela (1973) "A Study of Anti-Litter Messages," in Interpreting Environmental Issues, op. cit., pp. 180-183.

16. McCabe, Richard (1973) "How to Save a Marsh," in Interpreting Environmental Issues, op. cit., pp. 197-199.

17. Moore, Judith (1973) "Defining and Interpreting Ecology," in Interpreting Environmental Issues, op. cit., pp. 249-252.

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25. _____ (1979) "The Press and NEPA: The Case of the Missing Agenda" Journalism Quarterly, 56 (3): 577-585 (Autumn).

26. _____ (1980) "Assessing the Environmental Reportage of the Daily Press, 1965-1979," The Journal of Environmental Education, 11 (3): 31-35 (Spring).

27. _____ (1980) "Newspersons and the Environment Today: A National Survey," Journalism Quarterly, 57 (3): 456-462 (Autumn).

28. _____ (1980) "Public Relations of Environmental Management," Journal of Soil and Water Conservation, 35 (5): 215-220 (September-October).

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30. _____ (1981) "Educating for Integrated Resource Management," The Environmentalist, 1 (2): 117-122 (Summer).

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32. Schoenfeld, Clay, and Robert J. Griffin (1982) "Ecology and the Environment--They've Been Integrated into J-Education Thinking," Journalism Educator, 37 (2): 39-42 (Summer).

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38. Stamm, Keith R. (1972) "Environment and Communication," in Perspectives in Mass Communication, Klein and Tichenor, Eds., Beverly Hills: Sage.

39. Stamm, Keith, and John Ross (1966) "The Rationality of Opinions on a Controversy in Conservation," Journalism Quarterly, 43 (4): 762-765.

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Appendix A

UNIVERSITY OF WISCONSIN-MADISON GRADUATES IN ENVIRONMENTAL COMMUNICATIONS, 1968-1982

Name	Address	Vocation	Thesis	Year	Advisor
Abbott, Eric	1410 Clark Street Ames, IA 50010	Associate Professor Journalism Department Iowa State University	Citizen-Government Communication in the Creation of a Sanitary District in Wisconsin	1974 Ph.D.	Felstehausen
Alm, Andrew	P. O. Box 11762 Santa Rosa, CA 95406		A Situational Approach to Evaluating Communication Behavior: Groundwater Pollution by Nitrates in Portage Co., WI	1982	Karbon
Bavec, Nancy	3036 Oak Forest Dr. N. Clearwater, FL 33519	Public Relations Agency Tampa Bay, FL	Twenty Years of Environmental Message Strategies: A Study of Oil and Forest Industry Advertising	1979 MA	Broom
Beane, Grace Marjorie	#428 Chateau Apartments Carrboro, NC 27510	MBA student University of North Carolina Chapel Hill	Knowledge and Opinions on Nuclear Power Issues: How Well Informed is the Public?	1973 MS	Ross
Belak, Edmund	Paget Farm Paget Road Star Route 3 Cornish, NH 03745	Marketing Officer Dartmouth National Bank Hanover, NH	An Environmental Information Analysis of Field and Stream, Outdoor Life, and Sports Afield	1971 MS	Schoenfeld
Berger, Laurie	8 Myron Road Palinview, NY 11803	Associate Editor Meeting News Magazine New York City, NY	None Required	1979 MA	Ragsdale

Name	Address	Vocation	Thesis	Year	Advisor
Bigger, Frank	American Chemical Society 1155 16th Street, NW Washington, DC 20036	Public Relations Staff American Chemical Society	Attitudes of County Agriculture and Extension Education Committee Members Toward the University of Wisconsin	1971 MS	Bostian
Black, Vicki	c/o H. C. Black 934 K Street Davis, CA 95616	Interpreter National Park Service (Currently at Apostle Islands, Bayfield, WI)	Developing Informational and Educational Materials for Four-Wheel Drive Recreationists in the Sonoran Desert	1975 MS	Ross
Blackfield, Kathryn	22 Sunset Drive Peabody, MA 01960	Technical Writer	A Survey of Wisconsin Natural Resources Magazine Subscribers	1980 MS	Fett
Blum, Deborah	1395 Glenn Avenue Fresno, CA 93728	Environmental Reporter Fresno California Bee	None Required	1982 MA	Schoenfeld
Buchanan, Elvira (Kau)	39570 Hwy. 106 Dousman, WI 53118	Book Editor Hoard's Dairyman Magazine Fort Atkinson, WI	Exhibit Designs for Ten Environmental Topics for Use by Extension Personnel	1975 MS	Burnett
Burroughs, Tom	504 Beacon Street #51 Boston, MA 02115	Senior Editor Technology Review Massachusetts Institute of Technology	None Required	1974 MA	Ragsdale
Castonia, Mary	1272 Lawe Street Green Bay, WI 54301	Research Assistant Office of Educational Research and Development	Evaluation of an Environmental Information Campaign	1981 MA	Reeves

Name	Address	Vocation	Thesis	Year	Advisor
Charlier, Marj	514 Yellowstone Ave. Billings, MT 59101	Reporter Billings Gazette	None Required	1980 MA	Ragsdale
Clark, Peter	1559 N. Prospect #109 Milwaukee, WI 53202	Librarian Milwaukee Public Library	Locating and Classifying Items on Environmental Communications for an Environmental Communications Research Center	1970 MS	Ross
Clausing, Jane	671 Westridge Drive Cedarburg, WI 53012		The Ecological Message of the Outdoor Magazines	1970 MS	Ross
Crehore, David	645 Karl Street Green Bay, WI 54301	District Information Officer Lake Michigan District Wisconsin DNR	None Required	1972 MA	Ragsdale
Crosiar, John	551 South 49th Place Springfield, OR 97477	Public Information Office University of Oregon	Comprehension and Readability of Pesticide Labels	1975	Powers
Dagnon, Carol	6385 Shoup Road Colorado Springs, CO 80908		Social Characteristics and Priorities of Environmental Concern	1976 MS	Kroupa
Davis, Millard	919 Edgemoor Road Cherry Hill, NJ 08034	Entomologist (gypsy moth program), New Jersey Department of Agriculture Trenton, NJ	This Native Land	1970 MS	Ross

Name	Address	Vocation	Thesis	Year	Advisor
DeWolf, Carol	360 Duke Rd. #1 Lexington, KY 40502	Department of Public Information University of Kentucky	The Response of a Resource Periodical to the Environmental Movement	1980 MS	Powers
Dohn, Mary Ann (Moore)	2117 Stonecrest Drive Fort Collins, CO 80521	Freelance Writer/Editor; Part-time Instructor Technical Journalism Colorado State University	Developing Communication and Educational Skills for Tour Guides at Mammoth Cave National Park, KY	1976 MS	Bostian
Downs, Warren	3433 Edgehill Parkway Madison, WI 53705	Environmental Writer Sea Grant Program UW-Madison	None Required	1973 MA	Ragsdale
East, Dennis	7011 Rock Woods Place Worthington, OH 43085	Division Chief Archives-Library Ohio Historical Society	Water Power and Forestry in Wisconsin, Issues of Conservation, 1890-1915	1971 Ph.D.	Bogue
Eisele, Timothy	129 S. Segoe Road Madison, WI 53705	Publications Staff Member and Editor The Advisor and Mutual Matters, Cuna Mutual Insurance Group	Wisconsin Waterfowl Hunters' Attitudes on Regulation and Management Policies	1971 MS	Ross
Ellestad, Peter	2737 Union Street Madison, WI 53704	Freelance Artist and Stock Manager Kohls Food Stores	Environmental Fund Raising: A Case Study of the Publicity and Fund Raising Campaign Conducted by the Eagle Valley Environmentalists, Inc.	1974 MS	Felstehausen

Name	Address	Vocation	Thesis	Year	Advisor
Evison, Boyd	Kings Canyon National Park Ash Mountain Headquarters Three Rivers, CA 93271	Park Superintendent	Communications Research for the National Park System	1969 MS	Schoenfeld
Evrard, James	Route 3, Box 150 Grantsburg, WI 54840	Project Leader Wetland Wildlife Research Wisconsin DNR	Teaching and Evaluating Waterfowl Identification	1969 MS	Schoenfeld
Fischer, Kenneth	907 Peele Place Alexandria, VA 22304	Executive Director Society of American Travel Writers	The Public Relations Practices of the National Park Service, 1915-1940	1969 MA	Cutlip
Floyd, Donald	13 S.W. NYE Pendleton, OR 97810	County Extension Agent	Attitudes and Information Sources of Certain Wisconsin Waterfowl Hunters Toward Waterfowl Lead Poisoning and the Use of Non-Toxic Shot	1976 MS	Kroupa
Fogg, Gail (Kelton-Fogg)	1641 El Camino Real Palo Alto, CA 94306	Research Analyst Semiconductor Industry Service Dataquest Inc., Cupertino, CA	Promotional Booklet for the UW-Madison Biotron	1976 MS	Powers
Folstad, John	2917 Waunona Way Madison, WI 53711	Manager On-Campus Communication Services UW-Madison	Communications in Shoreland Zoning and Land Use Planning in Northern Wisconsin	1969 MS	Ross

Name	Address	Vocation	Thesis	Year	Advisor
Forrest, Mary	909 Spaight Street Madison, WI 53703	Production Manager Publications Unit Department of Agricultural Journalism UW-Madison	A Study of Personal Participation in Action for Environmental Quality	1976 MS	Bostian
Foster, Larry	1656 Preston Road Alexandria, VA 22302	Energy Reporter McGraw-Hill Publications Co. Washington, DC	None Required	1980 MA	Ragsdale
Gallepp, George	616 S. Ingersoll Madison, WI 53703	Writer College of Agricultural and Life Sciences UW-Madison	Establishing Wilderness Areas on State-Owned Land in Wisconsin	1982 MS	Ross
Gawenda, Gail	1004 Douglas Trail Madison, WI 53716	Publications Editor Wisconsin Public Service Commission	A Case Study of Communication Messages in a Natural Resource Management Controversy	1979 MS	Karbon
Gill, Clayton	Watt Publishing Co. Sandstone Building Mount Morris, IL 61054	Managing Editor Latin American Publications	Nuclear Power Plant Decision-Making	1977 MS	Ross
Gonzalez, Hernando	c/o SIDEC School of Education Stanford University Stanford, CA 94305	Ph.D. Student	An Evaluation Research Proposal for a Public Information Campaign on Urban Forestry Management	1979 MS	Meiller

Name	Address	Vocation	Thesis	Year	Advisor
Goodman, Felice Michaels (Levin)	360 E. 72nd Street New York, NY 10021	Public Affairs Consultant and Writer	The Public Relations Practices of Gifford Pinchot	1967 MA	Cutlip
*Griffin, Robert	2020 N. 90th Street Wauwatosa, WI 53226	Assistant Professor College of Journalism Marquette University Milwaukee, WI	Environment: Covering the Urban Milieu	1977 MA	Schoenfeld
			An Information Processing Approach to Uses and Gratifications	1980 Ph.D.	McLeod
*Guillierie, Renee	912 W. Franklin #6 Boise, ID 83720	Idaho-Oregon Correspondent The Packer	Environmental Communication: An Annotated Bibliography of Research and Commentary Published in Refereed Journals, 1969-1979	1980 MS	Bostian
Gutknecht, Kurt	2750 Chamberlain Ave. Madison, WI 53705	Writer/Editor Department of Agricultural Journalism UW-Madison	Richland County Farmers' Perceptions of Nonpoint Source Pollution	1978 MS	Meiller
Hamilton, Ralph	Public Information Building Oklahoma State University Stillwater, OK 74074	Director of Public Information, Oklahoma State University	Effects of an Experimental Direct Mail Service upon Technical Forestry Knowledge of Tennessee Small Woodland Owners	1969 Ph.D.	Powers
Hamlin, Chris	705F Eagle Heights Madison, WI 53705	Project Assistant University Industry Research Program UW-Madison	"Mild and Genial"--James Croll, James Geikie and the Discovery of Mild Interglacial Periods	1977 MA	Ihde

Name	Address	Vocation	Thesis	Year	Advisor
Hardham, Virginia (Burke)	P. O. Box 10276 Fairbanks, AK 99701	Secondary School Teacher	The Wisconsin Department of Resources Conservation Center Poynette: An Evaluation	1971 MS	Sorenson
Harris, James	P. O. Box 5 Marshall, IL 62441	Freelance Writer	Tundra Peregrines: A Journey into Greenland	1974 MS	Ross
Heimark, Rebecca	R.R. 1, Box 205A Isle, MN 56342		Communication Preferences Related to Involvement Levels of Wisconsin Bong Area Pheasant Hunters	1981 MS	Karbon
Hendrickson, Mark	214 Belmont Road Madison, WI 53714	Communications Project Supervisor Ohio Medical Products	None Required	1980 MA	Ragsdale
Hestad, David	1410 Jenifer Street Madison, WI 53705	Specialist Department of Agricultural Journalism UW-Madison	Attitude and Opinion Change Research Applied in the Production of the Film Save Our Soil, Save Our Streams	1981 MS	Ross
Hicks, James	Route 2, Box 215F Chillicothe, IL 61523	Freelance Writer	Land Use and Interchange Areas	1972 MS	Fett

Name	Address	Vocation	Thesis	Year	Advisor
Hoban, Tom	2035 E. Dayton St., Apartment 2 Madison, WI 53704	Environmental Specialist Bureau of Water Quality Wisconsin DNR	None Required	1981 MS	Schoenfeld
			Farmers' Attitudes Toward Minimum Tillage--Lafayette County Wisconsin	1982 MS	Ross
Holcomb, Ron	4225 Waldrick Rd. SE Olympia, WA 98501	Public Information Officer Washington Department of Ecology	Environmental News Coverage on Wisconsin Daily Newspapers: A Comparison of Reporter and Editor Views on Environmental Issues	1977 MS	Meiller
Holden, Thomas	216 Hayes Court Superior, WI 54880	Museum Aide, Exhibits Preparator, and Lake Superior Shipwreck Historian; Lake Superior Marine Museum Duluth, MN	Park Interpretation as an Environmental Communication Process, with a Sample Interpretive Booklet Text	1974 MS	Fett
Holt, Donald	1113 Hylton Heights Manhattan, KS 65502	Associate Professor of Photography and Agricultural Journalism Kansas State University	Eco-Motivation: Turning People On to Environmental Problems	1970 MS	Ross
Hurd, Donna (Sanders)	Route 4, Box 244-C Mondovi, WI 54755	Freelance Writer	State Conservation Magazines, 1964 and 1969	1971 MS	Ross

Name	Address	Vocation	Thesis	Year	Advisor
Karbon, Jerome	1531 Red Oak Court Middleton, WI 53562	Assistant Professor Department of Agricultural Journalism UW-Madison	Collection and Use of Information by Two Wisconsin Municipalities in Planning Sewage System Modification	1971 MS	Bostian
			Coorientation in Resource Management: A Strategy for Assessing Communication and Consensus Between a Complex Organization and Its Clientele	1980 Ph.D.	Bostian
*King, Madonna	1534 S. W. Tyler St. Topeka, KS 66603	Freelance Writer	None Required	1982 MA	Schoenfeld
Larison, James	2236 Airport Road Philomath, OR 97370	Director of Information Sea Grant Program Oregon State University	Wisconsin Faces the Solid Waste Problem	1972 MS	Ross
Larson, Mark	1413 J Street Eureka, CA 95501	Associate Professor Journalism Department Humboldt State University Arcata, CA	A Content Analysis of Magazine Environmental Coverage	1971 MS	Bostian
			An Investigation Into Environmental Activism	1980 Ph.D.	Bostian
Laughren, Cheryl	3302 Harvey Street Madison, WI 53705		Gatekeepers: Understanding the Complexity of the Wisconsin County Extension Agent's Mass Media Behavior	1982 MS	Maurer
Leach, Eric	1755 Feather Avenue Thousand Oaks, CA 91360	Assistant City Editor Daily News of Los Angeles	Literature from the Land	1971 MS	Ross

Name	Address	Vocation	Thesis	Year	Advisor
Loudon, Jane	7 Jensen Place Hughes ACT 2005 Australia		Minimum Tillage: Thirty Years of Coverage by Three Farm Magazines	1977 MS	Kearl
Madigan, Dennis	310 Fen Lockney Dr. LaCrosse, WI 54601	Manager Corporate Communications The Trane Company	Special Interest Group Ratings of Conservation Issues	1969 MS	Ross
Marler, Lela (Gordon)	General Delivery Kayenta, Arizona 86033	Secondary School Teacher	A Comparison of the Effectiveness of Three Themes in Anti-Littering Leaflets	1971 MS	Schoenfeld
Matteson, Sumner	2014 Madison Street Madison, WI 53711	Natural Resources Specialist Wisconsin DNR	Voices for Wisconsin: Portraits of Eight Contemporary Naturalists	1982 MS	Ross
Matthews, Gregory	1102 Temkin Avenue Madison, WI 53705	Public Information Officer Southern District Wisconsin DNR	The Hunting Versus Anti-Hunting Controversy: Attitudes, Knowledge, and Views	1979 MS	Meiller & Powers
*McCabe, Richard	1818 Glade Ct. Annapolis, MD 21403	Publications Director Wildlife Management Institute Washington, DC	University Bay Marsh: A Case History	1971 MS	Schoenfeld
McWilliams, Lindsey	32350 Highway 20 Fort Bragg, CA 95437		Communication Patterns Among Potato Farmers Using Pesticides	1982 MS	Maurer

Name	Address	Vocation	Thesis	Year	Advisor
*Miner, Dallas	3300 Whitehaven St., NW Washington, DC 20235	Director Sanctuary Programs Office National Oceanic and Atmospheric Administration	Influence and Communications in Community Watershed Decisions	1968 MS	Ross
Moore, Judith	17900 Vista Drive Buena Vista, CO 81211	Co-owner, Secretary, and Bookkeeper Insolar Homes (firm specializing in design and construction of passive solar homes)	Comprehension of Ecological Concepts	1969 MS	Ross
Morse, Harry	4360 O'Connor Way Sacramento, CA 95838		Waterfowl Conservation and Economic Implications: A Study of Hunters and Wildlife Observers at Gray Lodge Wildlife Area, California	1971 MS	Ross
Mortensen, Charles	307 Riley Muncie, IN 47304		Factors Involved in Determining Attitudes Toward the Environment and Its Manipulation	1972 Ph.D.	
New, Lois Ann	1032 Brierwood Blvd. Schenectady, NY 12308	New York Department of Environment Albany, NY	None Required	1978 MS	Hart
Neibauer, Walter	621 Hunter Street Crookston, MN 56716	Chairman Rural Communications University of Minnesota-Crookston	Effects of Proximity and Advertising on Coverage of the Columbia Power Plant	1975 MS	Fett

Name	Address	Vocation	Thesis	Year	Advisor
Norris, Ruth	305 Prospect Place Brooklyn, NY 11238	Associate Editor Audubon Magazine New York, NY	None Required	1979 MA	Schoenfeld
O'Connell, Susan	13435 Idlewild Dr. Bowie, MD 20715	Assistant Director Periodical News National Wildlife Federation Washington, DC	The Metropolitan Milwaukee Area Carpooling Program: Communication to Promote Environmentally Sound Behavior	1978 MS	Brown
Peterson, Mark	P. O. Box 609 Trees for Tomorrow Eagle River, WI 54521	Assistant Director Trees for Tomorrow	Developing an Interpretive Booklet to Meet Visitors' Natural History Interests in Porcupine Mountains Wilderness State Park	1978 MS	Meiller
Powers, Joyce	9738 Overland Road Mount Horeb, WI 53572	Owner and Consultant Prairie Ridge Nursery	Renewable Natural Resources in Mexico: Publications and Problems	1977 MS	Ross
Rabanel, Valerio	University of the Philippines at Los Banos College of Forestry Laguna, Philippines	Assistant Professor of Social Forestry University of the Philippines at Los Banos	Communication in Forest Resource Conservation Information and Education Program: A Coorientational Analysis	1978 MS	Powers
Reich, Binda (Colebrook)	Cloud Mountain Farm 6906 Goodwin Road Everson, WA 98247	Partner Cloud Mountain Farm	Guide to the Arboretum Prairies	1970 MS	Lewis Cottam Ross

Name	Address	Vocation	Thesis	Year	Advisor
*Rhode, Elaine	9340 Strutz Avenue Anchorage, AK 99507	Writer/Editor Public Affairs Office U.S. Fish and Wildlife Service	None Required	1971 MA	Ragsdale
Rodewald, Susan (Thomas)	3165 Land Park Drive Sacramento, CA 95814		None Required	1975 MA	Ragsdale
Roth, Robert	570 Morning St. Worthington, OH 43085	Professor and Chairman Division of Environmental Education School of Natural Resources The Ohio State University	Fundamental Concepts for Environmental Management Education (K-16)	1969 Ph.D.	Pella
Ruth, William	Box 36 McKinley, AK 99755	Freelance Wildlife Photographer	The Production of an Environmental Film	1971 MS	Felstehausen
Saha, William	81 Vernon Street Apt. 105 Oakland, CA 94610	Journeyman Environmentalist	Toward Responsiveness: Some Expository Remarks on Human Behavior and Sensitivity Training	1972 MS	Powers & Ross
Sampson, Cynthia	637 Pickford Street Madison, WI 53711	Pre-M.B.A. Student UW-Madison	Information Techniques of a Citizen Environmental Organization	1974 MS	Felstehausen
Scherer, Clifford	3208 Ontario Road Ames, IA 50010		Differential Knowledge Gain From a Media Campaign: A Field Experiment	1977 Ph.D.	Burnett

Name	Address	Vocation	Thesis	Year	Advisor
Schmied, Richard	3728 Odana Road Madison, WI 53711	Instructor Community Medical Program Madison Area Technical College Madison, WI	The Environmental Message of a Public Utility	1973 MS	Felstehausen
Schneider, Catherine	3261 S. 46th Street Milwaukee, WI 53219		An Evaluation of the Household Energy Game	1976 MS	Powers
Schwartz, James	2905 Moulton Street Butte, MT 59701	Director News Relations/Editorial Services Montana Power Company	Ernest Swift's Use of Public Relations to Promote Conservation	1969 MS	Ross
Sesso, Jon	455 Little Basin Creek Road Rural Route #2 Butte, MT 59701	Information Director National Center for Appropriate Technology	Environmental Communications and Barry Commoner: A Case Study in Persuasion	1979 MA	Brembeck
Smeaton, Glenn	29 N. 6th Street Madison, WI 53704	Teaching Water and Wastewater Treatment for the Wisconsin VTAE Education District Services Consortium	None Required	1973 MS	Schoenfeld
Smith, Jean (Jones)	495 Sara Drive Annapolis, MD 21401	Currently traveling	A Study of Comprehension and Use of Weather Information by Various Agricultural Groups in Wisconsin	1971	Ross

Name	Address	Vocation	Thesis	Year	Advisor
Smith, Michael	9533 Wallingford Dr. Burke, VA 22015	Speech Writer and Public Information Officer Office of Public Affairs U.S. Fish and Wildlife Service Washington, DC	An Exposition of Communication Factors in the Establishment and Operation of a Citizen Coalition's Recycling Project: A Case Study	1972 MS	Bostian
*Smith, Sheryl Stateler	442 Woodside Terrace Madison, WI 53711	Technical Editor Forest Products Lab Madison, WI	An Evaluation of Some Visitor Information Services in the U.S. National Forests	1970 MS	Ross
Smoller, Jeff	4929 Tocora Lane Madison, WI 53711	Director Bureau of Information and Education Wisconsin DNR	An Investigation of the Role of the News Media in Enactment of Snowmobile Laws in the 1971 Session of the Wisconsin Legislature	1973 MS	Ross
Sperling, Larry	106 Gilman Street Verona, WI 53593	Public Information Officer Bureau of Information and Education Wisconsin DNR	Cloze and Clozentropy Analysis of Veterinary Information	1977 MS	Powers
Stamm, Keith	5031 Ivanhoe, NE Seattle, WA 98201	Associate Professor and Director of Communications Research Center University of Washington	The Concept of Scarcity in Conservation: A Communication Study	1968 Ph.D.	Ross
Strodthoff, Glenn	4808 W. Custer St. Manitowoc, WI 54220	Self Employed Construction Engineer	The Respective Roles of Special Interest and General Audience Media in a Protracted Social Movement: A Systems Approach	1982 MA	Hawkins

Name	Address	Vocation	Thesis	Year	Advisor
Stromp, Bruce	10444 Dover Drive Yukon, OK 73099	Information Specialist Department of Wildlife Conservation	Space Utilization in Natural Resources Magazines - 1977	1978 MS	Brown
Teich, Thea (Townsend)	14 E. Lakeshore #27 Cincinnati, OH 45237	Information Specialist Ohio River Valley Water Sanitation Commission	A Teacher's Handbook for Platt National Park's Environmental Study Area	1973 MS	Powers
Trent, John	3041 Eagle Heights Madison, WI 53705	Project Assistant Department of Agricultural Journalism UW-Madison	Policy Implications Derived From a Coorientational Evaluation of the Communications Environment of a Natural Resources Agency and Its Citizen Clientele	1981 MS	Meiller
Vine, Vicki	1276 Lathers Road Oregon, WI 53575	Communications Specialist UW-Madison Water Resources Center	Environmental Education Curricular Dissmenation	1982 MS	Stewart
Vogt, William	Fins and Feathers Publishing Company 318 W. Franklin Avenue Minneapolis, MN 55404	Editorial Director Fins and Feathers	Wisconsin Newspaper Editor's Handling and Use of Environmental News from the State Department of Natural Resources	1972 MS	Felstehausen
Vollbrecht, Mary	c/o Delores Vollbrecht 4241 W. Hawthorne Trace Road Brown Deer, WI 53209	Currently Touring Africa, Asia, and Parts of Europe	None Required	1981 MS	Born

Chronological List of CECES Publications

(Continued from inside front cover)

49) ENVIRONMENTAL MASS COMMUNICATIONS: PROBLEMS AND PROMISES, Clay Schoenfeld, November 1974.

50) ENVIRONMENTAL FUND RAISING: A CASE STUDY OF THE PUBLICITY AND FUND-RAISING CAMPAIGN CONDUCTED BY THE EAGLE VALLEY ENVIRONMENTALISTS, INC., Peter L. Ellestad with D. A. Kiamy, 1975.

51) A CASE STUDY: WILD HORSES, PEOPLE, AND THE BUREAU OF LAND MANAGEMENT, FOUR YEARS AFTER PUBLIC LAW 92-195, Gordon A. Knight, 1 July 1975.

52) THE ECOLOGY OF RESOURCE REPORT WRITING, Clay Schoenfeld, reprinted from *Western Wildlands*, Summer 1975.

53) TRIENNIAL ANALYSIS OF RECREATIONAL PATTERNS IN SELECTED NATIONAL FOREST CAMPGROUNDS, NORTHERN WISCONSIN, SUMMERS 1968-1971-1974, Clay Schoenfeld, Sheryl Stateler Smith, 30 July 1975.

54) CRITERIA FOR SUCCESS IN ECO-ACTION, Clay Schoenfeld, 1976.

55) THE ENVIRONMENTAL PRESS, James Metress and Eileen Metress, reprinted from the *Journal of Environmental Education*, Spring 1976.

56) THE ENVIRONMENTAL MESSAGE OF AUDUBON AND THE SIERRA CLUB BULLETIN, John Hoesterey and James S. Bowman, reprinted from the *Journal of Environmental Education*, Spring 1976.

57) A WRITER'S GUIDE TO SELF-SELECTED ENVIRONMENTAL PERIODICALS, Monte Steven Mitschele, 1 August 1976.

58) DIGEST AND COURSE GUIDE FOR ENVIRONMENTAL EDUCATORS AND COMMUNICATORS, 1975.

59) BIG AS ALL OUTDOORS, Clay Schoenfeld, reprinted from *Writer's Digest*, October 1976.

60) ENVIRONMENTAL EDUCATION AND WILDLIFE POLICY, Clay Schoenfeld, October 1976.

61) WILDERNESS - KEEP OUT! DOES THIS MEAN US?, Clay Schoenfeld, reprinted from *Outdoor Life*, October 1976.

62) OREGON'S ENVIRONMENTAL LEADERSHIP HITS A RAW NERVE, Barry Mitzman, reprinted from *Environmental Action*, 20 November 1976.

63) MANAGING WILDLIFE IN FOREST WILDERNESS, Clay Schoenfeld, reprinted from *American Forests*, December 1976.

64) WHO'S MINDING THE WILDERNESS STORE, Clay Schoenfeld, reprinted from *Soil and Water Conservation*, December 1976.

65) THE ENVIRONMENTAL I & E ECOSYSTEM: YESTERDAY, TODAY, AND TOMORROW, Clay Schoenfeld, 1976.

66) THE PR CAMPAIGN TO HALT "THE GREAT LAND GRAB," William Voight, Jr., reprinted from *Public Grazing Lands*, Rutger, 1976.

67) READING ROOM SUBJECT HEADINGS, 1977.

68) SOLID WASTE MANAGEMENT IN DANE COUNTY, Sheryl Stateler Smith, for Dane County Regional Planning Commission, January 1977.

69) THE ENVIRONMENTAL COMMUNICATION MASTER'S PROGRAMS AT THE UNIVERSITY OF WISCONSIN—MADISON.

70) WILDLIFE IN WILDERNESS—MANAGEMENT CONFLICTS, Clay Schoenfeld, reprinted from *Western Wildlands*, Fall 1977.

71) A GUIDE TO ENVIRONMENTAL INFORMATION IN UNIVERSITY OF WISCONSIN—MADISON AND OTHER MADISON AREA LIBRARIES AND READING ROOMS, Michael R. Rouse, July 1977.

72) ENVIRONMENTAL EDUCATION TODAY, John Disinger, Clay Schoenfeld, reprinted from *Environmental Science and Technology*, January 1978.

73) WILDERNESS MANAGEMENT FOR WILDLIFE: PHILOSOPHY, OBJECTIVES, GUIDELINES, John C. Hendee, Clay Schoenfeld, for the 43rd North American Wildlife and Natural Resources Conference, 1978.

74) A NATIONAL SURVEY OF THE STATE OF THE ART IN ENVIRONMENTAL STUDIES PROGRAMS IN COLLEGES AND UNIVERSITIES TODAY, John Disinger, Clay Schoenfeld, NAEE speech, Spring 1978.

75) ALDO LEOPOLD REMEMBERED, Clay Schoenfeld, reprinted from *Audubon*, May 1978.

76) OUR LEOPOLD LEGACY, Clay Schoenfeld, reprinted from *Wisconsin Sportsman*, May 1978.

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78) AN EDUCATOR'S PERSPECTIVE ON ENVIRONMENTAL COMMUNICATIONS TODAY, Clay Schoenfeld, for the Association for Education in Journalism Conference, 12 August 1978.

79) THE PRESS AND NEPA: THE CASE OF THE MISSING AGENDA, Clay Schoenfeld, 3 October 1978.

80) ENVIRONMENTAL STUDIES PROGRAMS IN COLLEGES IN UNIVERSITIES TODAY, Clay Schoenfeld, John Disinger, reprinted from *Current Issues in Environmental Education*, December 1978.

81) A PAPER INDUSTRY PR PLAN TO UNDERCUT DNR, 1978.

82) THE PLANNING OF A PUBLIC INFORMATION PROGRAM FOR THE WISCONSIN CHAPTER OF THE NATIONAL WILDLIFE SOCIETY, Nancy Bavec, 1978.

83) PROGRAM AND COURSE DIGEST FOR GRADUATE STUDENTS IN INTERPRETING ENVIRONMENTAL ISSUES AT UW-MADISON, 1978.

84) THE ENVIRONMENTAL EDUCATION VOICE OF THE OIL AND FOREST INDUSTRIES, 1958-1977, Nancy Bavec, Glen M. Broom, Clay Schoenfeld, January 1979.

85) CONSTRUCTING A SOCIAL PROBLEM: THE PRESS AND THE ENVIRONMENT, Clay Schoenfeld, Robert F. Meir, Robert J. Griffin, 25 February 1979.

86) THE NEED FOR COMMUNICATION AND INFORMATION NETWORKS IN HUMAN DIMENSIONS IN WILDLIFE MANAGEMENT, Clay Schoenfeld, David Hanselman, April 1979.

87) STUDENT ECO-ACTIVISTS REVISITED: LONG-TERM CORRELATES OF EARTH DAY, Clay Schoenfeld, May 1979.

88) ECOLOGICAL CONSCIENCE IN THE NEWSROOM: THE ENVIRONMENT AND BEHAVIOR OF ENVIRONMENTAL REPORTERS, Clay Schoenfeld, Spring 1979.

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90) A JOURNALISM EDUCATOR'S PERSPECTIVE ON ENVIRONMENTAL COMMUNICATIONS TODAY, Clay Schoenfeld, reprinted from *The Journal of Environmental Education*, Spring 1979.

91) ENVIRONMENTALISM: FAD OR FIXTURE AFTER 10 YEARS?, Clay Schoenfeld, reprinted from *American Forests*, November 1979.

92) EARTH DAY REVISITED—WHERE ARE THEY NOW?, Clay Schoenfeld, reprinted from *Environment*, December 1979.

93) AN ANNOTATED BIBLIOGRAPHY OF ENVIRONMENTAL COMMUNICATION RESEARCH AND COMMENTARY: 1969-1979, Renee Guillierie, Clay Schoenfeld, January 1980.

94) ASSESSING THE ENVIRONMENTAL REPORTAGE OF THE DAILY PRESS: 1965-1979, Clay Schoenfeld, reprinted from *The Journal of Environmental Education*, Spring 1980.

95) PUBLIC RELATIONS OF ENVIRONMENTAL MANAGEMENT, Clay Schoenfeld, reprinted from *Journal of Soil and Water Conservation*, September—October 1980.

96) THE CHANGING ENVIRONMENTAL MESSAGE OF FOREST INDUSTRY, Clay Schoenfeld, Glen M. Broom, Nancy Bavec, reprinted from *Journal of Forestry*, October 1980.

97) NEWSPERSONS AND THE ENVIRONMENT TODAY: A NATIONAL SURVEY, Clay Schoenfeld, reprinted from *Journalism Quarterly*, Autumn 1980.

98) EDUCATING FOR INTEGRATED RESOURCE MANAGEMENT, Clay Schoenfeld, reprinted from *The Environmentalist*, Spring 1981.

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100) PITFALLS AND POSSIBILITIES IN ENVIRONMENTAL COMMUNICATION: A REVIEW OF THE RESEARCH LITERATURE, Clay Schoenfeld and Robert J. Griffin, reprinted from *The International Journal of Environmental Education and Information*, January-March 1982.

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